

Figure 1

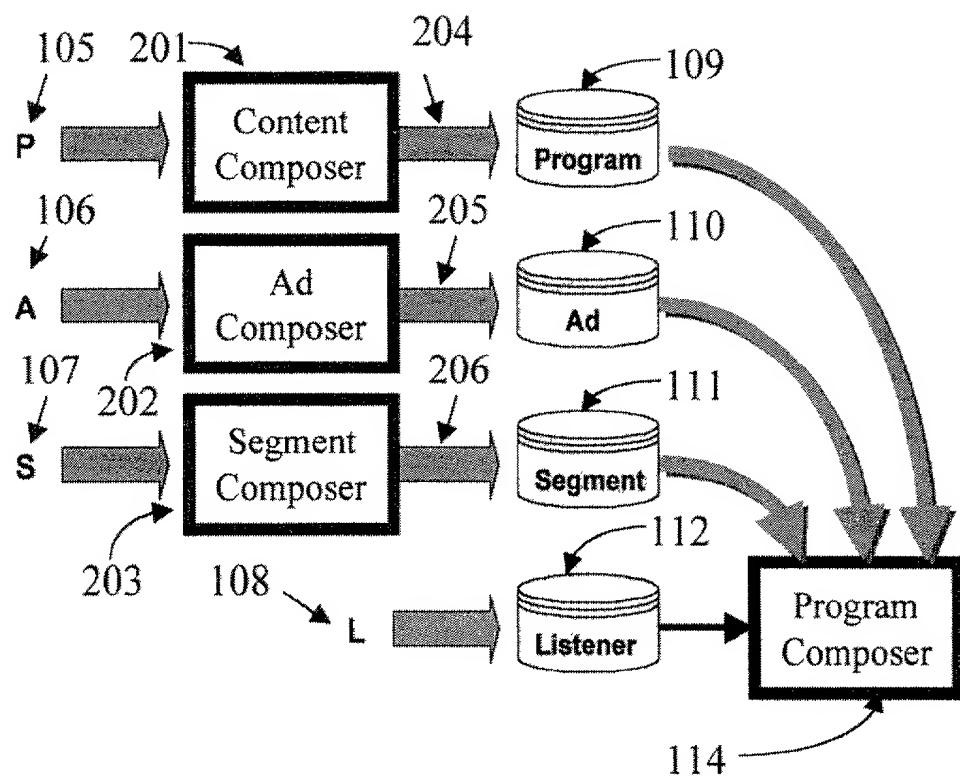


Figure 2

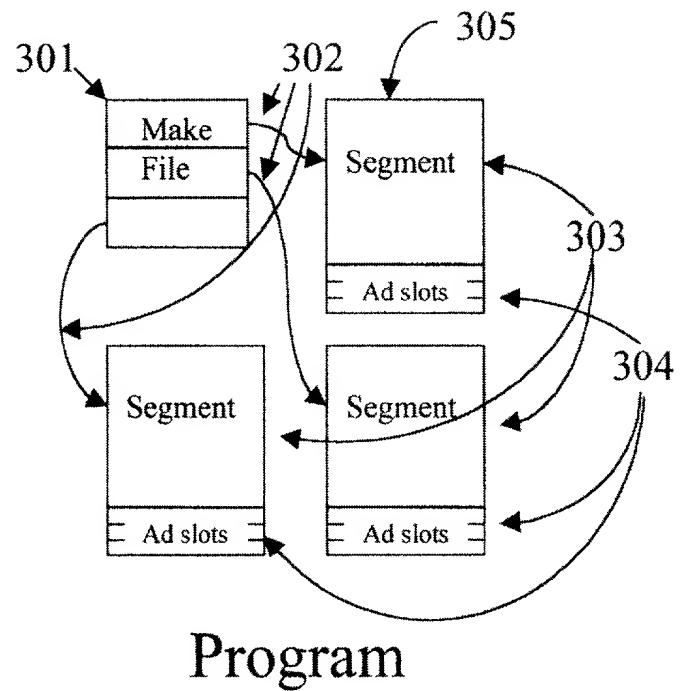


Figure 3

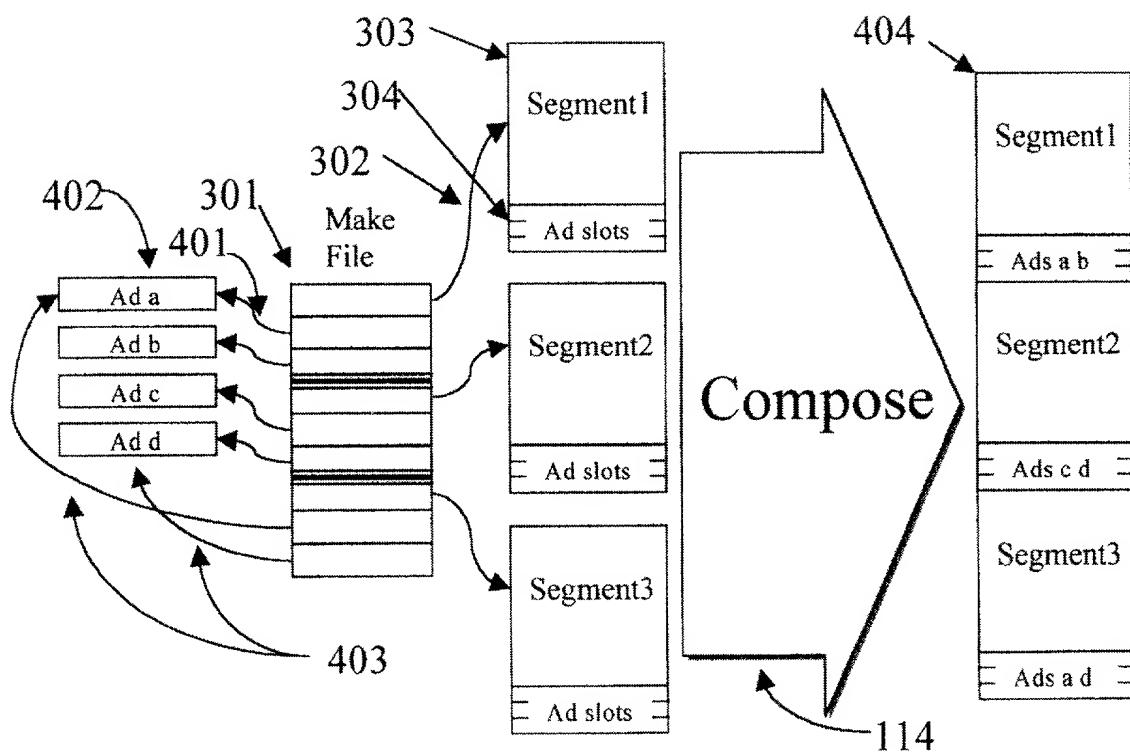


Figure 4

500

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Program xxx
A weekly talk show on Sports

Number of shows 16 Duration of availability: 3 weeks

Past Shows: Date 4-Dec 11-Dec 18-Dec 25-Dec 1-Jan 8-Jan 15-Jan 22-Jan
subscribers 5434 5540 5847 655 938 5951 5732 5340

Slots Time Code: A=Auction, P=Purchase,S=sold

Seg order sec. 22-Jan 29-Jan 5-Feb 12-Feb 19-Feb 26-Feb 5-Mar 12-Mar

1 1 30 \$0.10 S \$0.15 S \$0.10 S \$0.10 S \$0.10 S \$0.10 S \$0.10 S \$0.10 S
2 30 \$0.07 A \$0.15 S \$0.07 A \$0.07 A \$0.07 A \$0.07 A \$0.07 A \$0.07 A
3 30 \$0.07 A \$0.15 S \$0.07 A \$0.07 A \$0.07 A \$0.07 A \$0.07 A \$0.07 A

2 1 30 \$0.11 A \$0.15 S \$0.11 A \$0.11 A \$0.11 A \$0.11 A \$0.11 A \$0.11 A
2 30 \$0.07 A \$0.10 A \$0.07 A \$0.07 A \$0.07 A \$0.07 A \$0.07 A \$0.07 A
3 30 \$0.07 A \$0.10 A \$0.07 A \$0.07 A \$0.07 A \$0.07 A \$0.07 A \$0.07 A

3 1 30 \$0.12 P
2 30 \$0.12 P \$0.12 P

Seg order Time From To Bid Terms Ad name

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Figure 5